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**PRINCIPLES OF BUSINESS MANAGEMENT**

**TITLE:**

**RIGHT BITZ RESOURCES PRINTING**

**LECTURE GROUP:**

**KSC**

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**MUSA AND HIS FRIENDS.**

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**ABSTRACT**

Business establishments are vital in any major economies. A nation with many business results into many people being employed and a good circulation of money. Often time, to startup a business becomes really challenging for individual entrepreneurs. Some have issues on raising capital and face also disappointments from potential investors, but they still move forward with their vision until success occurs. In this project, we interviewed a printing shop located at Acacia Avenue and manage to find out how about the business’s initial stage, the challenges it had to face, and some major setbacks and it recovered.

**INTRODUCTION**

In today’s world business have become, for many, the most reliable source of income. A business is defined as an organization or enterprising entity engaged in commercial, industrial, or professional activities. Businesses can be for-profit entities or non-profit organizations that operate to fulfill a charitable mission or for a social cause. The term business also refers to the organized efforts and activities of individuals to produce and sell goods and services for profit. Businesses range in scale from a sole proprietorship to an international corporation. Several lines of theory are engaged with understanding business administration including organizational behavior, organization theory, and strategic management.

Generally, a business begins with a business concept and a name. Depending on the nature of the business, extensive market research may be necessary to determine whether turning the idea into a business is feasible and if the business can deliver value to consumers. The business name can be one of the most valuable assets of a firm careful consideration should thus be given when choosing it. Businesses operating under fictitious names must be registered with the state.

There's no doubt that successful businesses start with brilliant ideas. After all, in today's fiercely competitive environment, innovation is the ammunition entrepreneurs need to stand out in the crowd. Many newcomers to the business world may assume that [starting a new business](https://www.bdc.ca/en/articles-tools/start-buy-business/start-business/pages/default.aspx) is necessarily linked to an invention. And although this may play an important part in some pioneering companies, most business concepts are in fact all about tweaking existing ideas or finding new ways to do old things.

For example, a company selling a Web-based customer service monitoring tool is simply improving on the long-accepted premise that successful businesses must keep an eye on their customers' needs. However, finding the right niche, based on what you do best and the potential market situation, demands both careful planning and research. Even the best products may not necessarily find buyers because markets change, and customers are fickle. There are no clear recipes for starting a new business, but here are a few guidelines that can help you get going in the right direction.

**HISTORY OF PRINTING**

Printing started in the fifteenth century after the innovation of the printing press by Johannes Gutenberg (1398-1468). Be that as it may, the historical backdrop of print returns a lot further in time.

The primary moveable sort printing press was created in China by a chemist named Bi Sheng around the year 1040a.d. This was a vital innovative achievement because out of the blue it wound up conceivable to mass produce a content or book amazingly rapidly and proficiently contrasted with whatever else previously. There are yet a couple of enduring books delivered from the dirt heated moveable sort characters in twelfth century China. In any case, due to the complexities of Asian composition frameworks (Chinese, Korean and Japanese letter set was comprised of thousands of characters which each would should be cut separately for moveable printing) this technique did not so much catch on and the across the board utilization of wooden squares proceeded in China.

It was the Europeans who truly grasped moveable sort and amidst the fifteenth century Johannes Gutenberg developed what can be viewed as the primary Printing Press. What set Gutenberg apart from his Chinese ancestors was the automation of the exchange from moveable sort to print. Via robotizing the procedure utilizing machine as opposed to hand get together, large scale manufacturing was made conceivable, joined with prevalent ink utilizing linseed oil and sediment rather than the Chinese water-based ink. Cost effective, creation printing of books started on a modern scale and the Print Business started on its exponential, gainful development venture.

In spite of the fact that the principal lithograph counterbalance press was designed by British chap Robert Barclay in 1875 utilizing two barrels, one made of hard stone or metal and the other made of elastic which was utilized to pull the thing being printed upon through the press, the genuine innovative leap forward rose a couple of years after the fact by a revelation made by Ira Washington Rubel in America. It occurred unintentionally, while working his lithographic press, he saw that on the off chance that he neglected to embed paper the metal plate would exchange the picture onto the elastic impression chamber. On the off chance that paper was, at that point set into the machine the picture would show up on the two sides. Surprisingly the picture from the elastic impression was far predominant and made a keener, clearer look. He immediately misused his 'botch' and is credited with concocting the primary counterbalance printing press as we have come to know it today.

If we contrast the printing strategies and the present litho print machines, we can comprehend that ongoing innovation has prompted gigantically great generation workhorses prepared to do snappy drying times and sufficiently adaptable to print on plastic substrates just as customary paper and magazines. Today, speed of generation and turnaround times are essential for any printing business to increase upper hand. Brilliant, squander decrease and completely stacked with the most recent UV and Drove advances, print apparatus makers are similarly as focused with one another in the quest for business as capital speculation as printers are with one another as they heartlessly undermined each other to win shopper confronting clients.

Heidelberg is ostensibly the market head for giving printing presses and has accomplished an extraordinary lift in deals in the U.K. as of late. A case of this is speedmaster XL75 62 five-shading press, it has a great programmed shading and register alteration framework and the proof accessible propose that the venture is surely advantageous. In the present business the most aggressive, proficient firms will in general utilize this extraordinarily solid bit of hardware and it will intrigue see the following achievement with respect to quality and mechanization. Printing firms will keep on looking for new business and enhancements in regard to profitability and waste decrease will be key selling focuses for providers like Heidelberg. The business has surely made some amazing progress since the wooden squares and earth tablets referenced before.

**TECHNOLOGICAL DEVELOPMENTS**

**Gutenberg**

One thing to remember is that Gutenberg gets credit for an invention that is thought to have been developed simultaneously in Holland and in Prague.

Other inventions brought together by Gutenberg in his pursuit of a printing press were:

The adaptation for printing, of the wine or olive oil, screw-type press that had been in use for hundreds of years, throughout Europe and Asia. Adaptation of block-print technology – known in Europe since the return of Marco Polo from Asia at the end of the 13th century.

The development of mass production paper-making techniques. Paper was brought from China to Italy in the 12th C. but was thought too flimsy for books.

Prior to the advent of the printing press, books were made of vellum (calf or lamb skin) because of its durability. Vellum is extremely durable. In San Simeon (also known as Hearst’s Castle), there are lampshades that William Randolph Hearst had made from 15th century Gregorian prayer books and the vellum is still in excellent condition. For books that took more than a year to produce, paper was too flimsy.

However, for print books, vellum was too costly to produce. The development of oil-based inks. These had been around since the 10th century but smeared on the vellum used to make books. The religious manuscripts used an egg-based tempura. This was unsuitable for printing with type.

Gutenberg’s contribution to printing was the development of a punch and mold system which allowed the mass production of the movable type used to reproduce a page of text. These letters would be put together in a type tray which was then used to print a page of text. If a letter broke down, it could be replaced. When the printing of the copies of one page was finished, the type could be reused for the next page or the next book.

**Early Print Technology**

These technological improvements stretch across five centuries. They do not cluster around Gutenberg’s time. But the advent of the printing press did not bring about a great shift in the social organization of learning in Europe.

The first books to show up in print shops were bibles and religious tracts. The next books to attract publishers were the “humanist” texts brought back from Byzantium by the Crusades, and other texts of antiquity but there was little or no printing of new ideas.

Many people went into the printing business and went right back out again. The reason was that the distribution of books was poorly organized. The market was there, and the potential for filling the demand, but the transport and control and “advertising” mechanisms were not in place.

In addition, there was still a low literacy rate in Europe. Most people did not know how to read at all. But non-literates were still affected by the book trade because the elites, who controlled society, were affected by books. And people who could not read still had access to book culture because there were traveling raconteurs who stood in the market and read from books as a means of making a living as entertainers.

The situation was improved by the introduction of the Frankfort Book Faire. Cities in Europe held yearly fairs, featuring whatever kinds of things the city and surrounding area was good at producing. (The county fair of today is the descendant of these early commerce fairs).

Frankfort was an early center for printing and so it sponsored a book fair which drew publishers, booksellers, collectors, scholars, who could find what they needed for their livelihoods. This helped coordinate supply and demand.

The fair also produced a catalog of all the works shown at the fair – an early Books in Print. None of this is to say that new book printing posed much of a challenge to the power and prestige of the church.

Early print books were conservative in content and were filled with medieval images and ideas. The printed book quickly becomes a regular object in the world. By 1501 there were 1000 printing shops in Europe, which had produced 35,000 titles and 20 million copies.

**SERVICE PROVIDED IN THE COMPANY**

* Custom printing • Photobooth props
* Digital printing • Display system
* Print on Demand • Key-chain
* Acrylic • Non-woven bag
* Certificated holder • Powerbank printing
* Letterhead • Printed Folder Ring File
* Photobook
* Banner
* Rubber Stamp
* Brochure
* Diary book
* Mug printing
* Weeding Book
* Business Card
* DVD set
* Name tag
* Greeting card
* Button Badge
* Flyers
* Notepad
* Personalizes Yassin
* Mockup cheque Frame
* Hard Cover
* Paper Bag
* Packaging
* T-shirt and apparels
* Roll-up Bunting
* Plan printing
* Lanyard
* Labelling sticker
* ID card
* Frame finishing
* CD thesis
* Canvas Printing
* Die-cut sticker
* Receipt book
* Fabric labelling
* Money pocket
* Event ticket
* Foamboard polycarbonate
* Medals and trophy
* Booklet

**HISTORY OF RBR PRINTING AND HOW THE BUSINESS START**

RBR Printing was founded by Mr. Nik Muhd Muaz in year 2017. Before the establishment of RBR Printing at Acasia, he had previously opened other printing shop with different a name and was known as Seri Emas Printing at Kompleks Kuartez KLIA, Selangor. However, due to various reason he decided to change location to Acasia, Nilai and change name to RBR Printing which stands for **Right Biz Resources Printing.**

Prior to starting up the printing business, he had further his study at University Sains Islam Malaysia. The idea of opening a printing shop came to him during his tertiary education days. He got the idea to do his own startup from manager of printing shop in USIM, where he got practical experience during his last year of his study.

After gaining experience, Mr. Muaz joined Tunas Usahawan Belia Bumiputera program under SME Corporation Malaysia, which provides support to young Bumiputras, aged between 18 – 30 years old, with strong interest in engaging in entrepreneurship, especially youths with basic skills certificates from local training institutions or skill centers.

The main objective of the Bumiputra Youth Entrepreneur Tunas Program is to nurture and cultivate entrepreneurial spirit among youths. Secondly, youth paradigm shifts from job seekers to owners or business entrepreneurs; as well as forming resilience and identity among youth in managing their own businesses.

This TUBE program is specially designed to prepare youths who wish to start a business and also have the mental and physical resilience, as well as being exposed to real world business landscape and challenges. This is done through three (3) phases of implementation, which are as follow;

In the first phase, eligible participants will follow bootcamp-based military basic physical exercises to test the power of the mind, learn how to make strategic decisions, to show courage, leadership characterization and teamwork spirit. This is in preparation for the many challenges that will be faced when doing business.

In the second phase, participants will be exposed to the latest business landscape; including information on the types of assistance and facilities provided by various Ministries and Agencies to start a business. Participants will also learn a variety of business acquisitions including basic accounting, product marketing and services, as well as presentation ideas and Business Plans (RP) or business plans.

The third phase, participants who passed Phase 1 and Phase 2 will run businesses based on the Business Plan (RP) presented to the Panel of Valuers during Phase 2. The business development of participants in this Phase will be guided and monitored through the Buddy System by SME Corp Business Counselor. Malaysia. The 12-month of coaching and monitoring period seeks to ensure TUBErs receive adequate and adequate advisory services, so that the business will continue to be resilient and sustainable.

From this program, Mr. Muaz got more experience in completing the task and manages to secure some money. With that budget, he opened his first shop at Kompleks Kuartez KLIA, Selangor as known as Seri Mas for 1 year in 2017. During this year, his shop could not to get enough popularity and success. As there were many obstacles blocking his way, he decided to change location of his shop to Acasia, Nilai and change his shop name to RBR Printing shop. The strategy is known as rebranding.

**WORKERs AT RBR SHOP**

Based on his statement from the interview, RBR shop originally has three types of worker. They are the designer, runner and office worker. These workers will work from 10 a.m. to 6 p.m. every day except public holiday.

The first worker is the designer. His task is to design a hundred of pattern for uniform or customize T-shirt and put all of it into template. With this template, customers will have various kind of colorful design options to choose. When customers are not able decide, designer needs to add more designs into template and remove all outdated designs.

The second worker is the runner. The task of the runner is overseeing production activity and delivery. He helps the manager to manage digital, inksjet and offset printing.

Finally, office worker. The task of the office worker is usually to serve at counter, explain and negotiate with customers and charge for payment of production. He also watches the shop over the when manager is out to handle some other issues.

**PROFIT AND LOSS**

Mr. Muaz states that he was unable to make his first printing shop which is known as Seri Emas at Kompleks Kuartez KLIA because of several factors. This is often the case with many businesses, that is why it is good to always have contingency plan.

One of the factors is the low marketing plan of shop. Location of the shop is not so much strategic in the sense that it is located at top level floor. He also states that walk-in customers rarely come visiting the shop due to the low marketing plan of the shop for not least than 2 years.

He believes that marketing plan is an important factor for developing a promotional strategy as it helps your business identify its target markets and to set measurable goals. It is vital to the success of the organization that you implement a marketing plan that aims for growth and positive change in the bottom line. So, any shop with a strong marketing plan can compete with other company regardless location.

The increase of overhead cost is also one of the factors. The typical expenses that Mr. Muaz needs to pay include rent, utilities, salaries, office equipment such as computer and telephone and machine production for maintenance.

Mr. Muaz said that the rent of Seri Emas was quite high. But the owner has decided to further increase the rent of the shop because of several reason. So, Mr. Muaz had made a drastic counter measurement to ensure the continuity of his printing business which is to change the shop location. After various consideration, he chose Acasia, Nilai as his new location to operate his shop with a rebranded name. He changed its name from Sri Emas to Right Bitz Resources Printing. One of the main reasons he chooses Acasia is because of its location near Universiti Sains Islam Malaysia. In other word, there are many marketing targets that need his services which is student. For Mr. Muaz, the student were his new potential customers. His shop provided many types of services.

One of the services is uniform and t-shirt printing which is usually for students who wish to make an entire uniform for an event or club’s activity. Besides that, inksjet, digital, offset printing such as business card, banner, wedding card and pamphlets. His shop also provides premium gift, medal, plaque and trophy manufacturing services.

**BRANCH OF THE COMPANY**

For the branch of the company, Mr. Muaz has said that there is only one shop only and no branch of it kind anywhere else. However, At Ceras, a company which is owned by his friend. He also mentioned that RBR Printing company is one of marketing company for that company, that is to say, they collaborate with each other to gain profits for both parties.

**PROMOTION STRATEGY**

Mr. Muaz, as the manager of RBR Printing, promotes his business offline by distribution his company-made flyers to companies, schools, mosques and other big organizations so that the individuals who are in-need of the printing services would be quenched. He also managed to advertise his company to most of the customers who recently visit the shop, and he'll often offer them special prices especially for the customer groups who represents the mosque associates, a 10% percent off for normal students.

**FUTURE PROSPECT**

The manager of RBR Printing said in regards to the future developments for his company that he would try to improve the production’s quality and manufacturing capacity, as these criterias would be able to hugely impact the company's gross and ney profit vastly. For that same reason, he urgently needs a surmountable budget to upgrade his machines to expand this company in hopes to initiate his own business empire and to open up more outlets or vendor chains. These optimistic goals and objectives are what the RBR Printing owner, Mr. Nik Muhammad Muaz, sought after from the beginning of his attempt and endeavor in this hectic and unforgiving business realm. His intermediate checkpoints such as being able to create a self-sufficient business and generate a hefty income was already an undeniable reality. Being a realistic, opportunistic as well optimistic person, Mr. Nik Muhammad Muaz’s hopes for the future are always as bright and promising as he uttered. We hope for the best of him and his endearing printing business.

**CONCLUSION**

We saw Right Bitz Resources Printing(RBRP) is a printing company that provided mostly printing service that have a good quality, faster and affordable price. We personally recommend the people to utilize the excellent services and products that his company have to offer. The majority of his customer variants are students, lecturers and rarely, staff members.

Nowadays, printing service is a necessity, making physical copies of digital documents are thought to be relevant, since the transfer to paperless approach is still on its way and inching slower than it initially presume. The outdated documentation system that is currently being implemented by public universities and other academic institutions that is supposed to be a thing of the past is keeping this type of business afloat, ironically digitalization process would have extinguished the survivability of this business mercilessly. So, to speak, the absence of the current technological improvement is a blessing for this business.

Unsurprisingly, RBR Printing would face a stifling business environment due to the outsorcing capability that the competitors are able to employ and the high reliability of the business to locate itself in the midst of the consumer pool in order to generate enough profit to mark-up daily operation costs. Not to mention, this business have to compete against other printing companies that have higher budgets, resource allocations and commercial lures. Furthermore, this type of business is considered to be a low budget set-up, it means that the business doesn't requires a huge amount of money to start with, so competitors are able to pop-up anywhere in close proximity to the business premise, in which this will effectively decrease the business profit, displaying a downward trend in the net profit graph. In short, there are numerous tactics that the competitors are able to put on the table which can jeopardize the entirety of this business.

Following the trends of today's business, there will always be an ups and downs, troughs and peaks, nevertheless business is business, expect for the best and prepare for the worst. Quoting from the deceased, so-called legendary and innovative entrepreneur, Steve Jobs, "If you really look closely, most overnight successes took a long time.", with this simplistic and minimalistic words he ushered capitalist all over the world not to give up in doing business. To grow up a fruitful business one needs to have an unwavering determination, adequate business and negotiating skills, sufficient fundings and time. In relation to time, the phrase "time is gold" is also quotable.

As an overall conclusion we would say that this company have an utmost potential to to grow an become a large company from a dwindling small and medium enterprise (SME) status.